Mount Rushmore National Memorial 13000 Highway 244, Building 31, Suite 1 Keystone, SD 57751

FOR IMMEDIATE RELEASE December 28, 2010 Ace Crawford (605) 574-3185

Mount Rushmore National Memorial News Release

Concessioner to increase parking fee

(Keystone, SD) Effective January 1, 2011, the cost of a parking pass at Mount Rushmore National Memorial will increase. The parking concessioner, the Mount Rushmore National Memorial Society, will increase the cost of a parking facility pass from \$10 to \$11.

The parking fee adjustment was requested by the concessioner, to allow for increased costs associated with maintenance, and operational costs including wage increases. The National Park Service has approved the \$1 increase, in accordance with the concessioner contract that allows for rate adjustments, as determined necessary. With this rate increase, the concessioner is researching the option of accepting credit cards as a form of fee payment.

For further information regarding a Mount Rushmore parking pass, contact the Mount Rushmore National Memorial Society at 605.341.8883.

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